

Alton Blakley Ford

Wholesale Action Plan

(1) Goal is to increase wholsale profit by 2-4 %

Activity	Owner	Completion Date
Have outside sales rep. contact 3 - 5 wholsale accounts per week	outside sales rep	July 1st
Identify Wholsale customers by sales volume and Gp%	parts Manager	June 15th
Re evualate wholesale routes for maxium use of drivers and fuel cost.	parts manager	June 15th
Spend time with inside parts sales people to make sure phones are being answered and not left unanswered, also making sure customers are greeted when coming to wholesale counter.	parts Manager	june 15th
Opportunities: Identify areas where the current market is underserved that provide an opportunity for the company.	parts Manager	June 15th
Opportunities: Identify all areas of advertising that we are using and develop new ones.	parts Manager	June 15th
Threats: Identify primary competitors, and then analyze competitor performance by using all available data and additional data that can be verified.	parts Manager	June 15th